

EDITORIAL

In his closing speech at the Annual Faculty Seminar, Reverend Brother Bancha Saenghiran, the President of Assumption University (AU), talked about the factors that will significantly impact higher education in the near future. Three in particular caught the author's attention: the 2015 ASEAN Economic Community (AEC), technology, and energy and environmental issues.

The upcoming AEC calls for some adjustments, starting with the need for businesses to integrate the ASEAN parameter into their future strategies and for the public to adopt a community mindset. First and foremost, though, as emphasized by AU President, it *"requires educators to raise students' level of awareness as part of the community building process."*

Indeed, with multinational companies as the movers and the government as the facilitator of ASEAN dominantly market-led integration, it is unclear how much public support there is for making Southeast Asia a single market and production base; which brings us to another recently-held seminar.

At that seminar on crisis management, the guest speaker, Carl Ghosn, CEO of Nissan and Renault car makers, defined the role of a leader as: *"asking people to do what they do not want to do and asking them to do it enthusiastically"*; a definition that clearly extends well beyond the managerial discourse and encompasses a whole array of situations and contexts. One such situation may well be the AEC.

Leadership is precisely at the core of two of the articles in this fourth edition. In article one, *The ODI Impact of Leadership Styles, Shared Values and Skills on Employee Satisfaction Elements and Employee Engagement: A Case Study of a Mid-Size Company in Thailand*, Dr. Udomsak Soponkij reports on the changes Executive Coaching, Appreciative Inquiry and Whole Brain Literacy have brought to a Bangkok-based SME.

And in one of the students' contributions, *A Study of the relationship between leadership styles and Employee Job Satisfaction at Islamic Azard University Branches in Tehran Province, Iran*, Fatemeh Hamidifar examines how the various leadership styles adopted by the university leaders impact non-teaching employees' job satisfaction.

Another factor impacting higher education – and almost every aspect of our life and business - is technology, information technology (IT) in particular. Thierry de Gorguette d'Argoeuves' article, *Extranet or the Too-little-known Linchpin of Globalization*, reflects the pre-eminence of IT and how the virtual paradigm defines today's world (virtual store, virtual office, virtual classroom, etc). As he argues, however, most of the definitions of the Extranet fail to show the ever-growing strategic role it plays in the globalization.

As underlined by Reverend Brother Bancha Saenghiran, energy and environmental issues can no longer be ignored. Thanks to the emergence of eco-friendly energy-efficient products, it is our responsibility to make use of this new technology; a

societal concern reflected in AU operation and teaching. This author's article, *Foreign Direct Investment and Thailand Color-coded Politics: the Thai Paradox – Will it Endure?*, centers upon environmental issues. The author argues that foreign direct investors are more sensitive to the conflicting economic and environmental interests at the core of the Map Ta Phut deadlock than to the recent bouts of political instability. The controversial project suspension, while good news for the environment climate could be bad news for the investment climate.

In the second of the two GSB graduates' contributions to this 4th edition, *The Effectiveness of Sex-appeal Advertising vs. Cause-related Advertising*, David Michael Ledesma provides a compelling comparison of these two advertising modes as applied to a sample of AU students.

Finally, Dr. John Barnes' review of *Teaching at University*, reminds all of us in the field of higher education how important it is to adapt to an ever-changing teaching environment.

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